Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

Claims 1-60 (Canceled)

Claim 61 (Currently amended): A process of providing a computer with access to web page content, the process comprising the computer:

requesting a first web page via a network connection,

displaying the first web page in a browser window,

detecting if the computer is not actively sending and not actively receiving data via the network connection, and if so, automatically commencing downloading a video file via the network connection to the computer,

during downloading the video file, detecting if the computer is commencing downloading a second web page, and if so, waiting to continue downloading the video file,

after completing downloading the video file, ~~and~~ storing the video file in an ad pool~~,~~ ~~automatically commencing displaying the video file in a viewer window~~

periodically opening a viewer window in which one or more ads from the ad pool are displayed

hiding the viewer window after a predetermined display run time and keeping the viewer program hidden for a predetermined quiet interval

wherein the size of the viewer window is of a size not less than a predetermined minimum

size and

wherein the viewer window is located on top of all open windows.

~~managing the ad pool such that the video file is not displayed after it has reached a~~

~~predetermined play limit.~~

Claim 62 (Previously presented): The process of claim 61, further comprising sending a

questionnaire to the computer prior to commencing downloading the second web page.

Claim 63 (Previously presented): The process of claim 61, wherein the viewer window is distinct

from the browser window displaying the first web page.

Claim 64 (Currently amended): A computer to receive web page content from a content server

connected to a network, the computer comprising:

a central processing unit to establish communication with the content server,

a memory to store programming instructions which when executed cause the computer to

request a first web page from the content server via a network connection,

display the first web page in a browser window,

detect if the computer is not actively sending and not actively receiving data via the

network connection, and if so, automatically commences downloading a video file via the

network connection to the computer,

during downloading the video file, detect if the computer commences downloading a

second web page, and if so, waits to continue downloading the video file,

after completing downloading video file, ~~and~~ storing the video file in an ad pool~~,~~

~~automatically commence displaying the video file in a viewer window~~

periodically opening a viewer window in which one or more ads from the ad pool are

displayed

hiding the viewer window after a predetermined display run time and keeping the

viewer window hidden for a predetermined quiet interval

wherein the size of the viewer window is of a size not less than a predetermined

minimum size and

wherein the viewer window is located on top of all open window~~s~~s.

~~managing the ad pool such that the video file is not displayed after it has reached a~~

~~predetermined play limit.~~

Claim 65 (Previously presented): The computer of claim 64, wherein the memory further stores

programming instructions which when executed cause the computer to receive a questionnaire from

the content server prior to commencing downloading the second web page.

Claim 66 (Previously presented): The computer of claim 64, wherein the memory further stores

programming instructions which when executed cause the computer to display the video file in a

viewer window distinct from the browser window displaying the first web page.

Claim 67 (Currently amended): A storage media having instructions stored thereon which when

executed by a processor in a computer will cause the computer to perform actions comprising:

requesting a first web page via a network connection,

displaying the first web page in a browser window,

detecting if the computer is not actively sending and not actively receiving data via the network connection, and if so, commencing downloading a video file via the network connection to the computer,

during downloading the video file, detecting if the computer is commencing downloading a second web page, and if so, waiting to continue downloading the video file,

after completing downloading the video file, ~~and~~ storing the video file in an ad pool~~,~~ ~~automatically commencing displaying the video file in a viewer window~~

<u>periodically opening a viewer window in which one or more ads from the ad pool are displayed</u>

<u>hiding the viewer window after a predetermined display run time and keeping the viewer window hidden for a predetermined quiet interval</u>

wherein the size of the viewer window is of a size not less than a predetermined minimum size and

wherein the viewer window is located on top of all open windows<u>.</u>

~~managing the ad pool such that the video file is not displayed after it has reached a predetermined play limit.~~

Claim 68 (Previously presented): The storage media of claim 67 further comprising sending a questionnaire to the computer prior to commencing downloading the second web page.

Claim 69 (Previously presented): The storage media of claim 67 further comprising displaying the video file in a viewer window distinct from the browser window displaying the first web page.

Claim 70 (Currently amended): The process of claim 61 wherein the display run time ~~of the video file~~ is between 30 seconds and 2 ½ minutes.

Claim 71 (Currently amended): The computer of claim 64 wherein the display run time ~~of the video file~~ is between 30 seconds and 2 ½ minutes.

Claim 72 (Currently amended): The storage media of claim 67 wherein the display run time ~~of the video file~~ is between 30 seconds and 2 ½ minutes.